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WIDE VARIETY OF FRESH MILK ON THE MARKET TODAY\*

(Suggested Radio Script)

I wonder how many of us realize how many kinds of fresh milk there are in our stores today. Everyone can find not just one. . . but several different milks they will enjoy. . .and at prices to suit every pocketbook. We can be sure, too. . .that the milk we buy is safe to use.

Let's pretend we're in a grocery store here in \_\_\_\_\_ (city or county). . .looking down the dairy counter at all the milk. The first kind we see is regular whole milk. . .which means the cream is on top. Here in the glass bottles you can see the cream line. For those of you who like to use the cream in coffee or on cereals. . .and then drink the milk below the cream line. . .this is the kind you will want to buy. Of course, the milk is grade A and pasteurized. It's a law in our State that all milk must be graded, and you will find that all (most) of our milk is grade A. Regular milk is \_\_\_\_\_ cents a quart. . . whether you buy it at the store or have it delivered to your doorstep. (Regular milk is \_\_\_\_\_ cents a quart in our stores and \_\_\_\_\_ cents delivered to the door.)

The next kind of milk that we come to in the dairy case is homogenized milk. This is the kind that is being used more frequently all the time. The food value of homogenized milk is just the same as regular milk. The only difference is that the milk has been put through a machine. . . which

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\*Be sure to check your local market for kinds of milk and prices. Some of the statements in this script may not apply in your locality. Use the information in this script as a suggestion for the way you might discuss the kinds of milk in your area.



breaks up the particles of butterfat. . .so the cream stays mixed through it and never rises to the top. This way you have the good flavor of whole milk right down to the very last drop. Here in \_\_\_\_\_ (city or county) we pay \_\_\_\_\_ cents a quart more for homogenized milk. (Here in \_\_\_\_\_, city or county, homogenized milk and regular milk cost just the same). Most homogenized milk has vitamin D added too. This gives an added safeguard. . . especially for children.

The next milk we come to is a kind that is getting to be more popular all the time. . . skim milk. There are so many people now who are trying to lose weight. . . and while whole milk has relatively few calories. . . skim milk has just half the number of calories of whole milk. Of course, the good rich flavor of whole milk isn't there. . . but for those of you who are on strict diets, here's a way of getting the important food values of milk with very few calories. They are beginning to fortify skim milk in some places now. . . adding extra minerals and vitamins. It is called modified skim milk. . . or fortified skim milk.

With warm summer weather beginning now, we'll all probably be drinking more buttermilk. That's the kind of milk that seems to be a special favorite these hot summer days. There's something about its tangy refreshing flavor that's so good. . . either at mealtime or between meals. Buttermilk has the same food value as skim milk. So. . . those of you watching your weight. . . for variety, try drinking buttermilk at times. Buttermilk and skim milk are budget stretchers, too. Both buttermilk and skim milk cost \_\_\_\_\_ cents a quart. That's \_\_\_\_\_ cents less than whole milk.

Here in \_\_\_\_\_ (city or county) we have lactic acid milk, too. That's very much like buttermilk, only whole milk is used. A culture is added as in making buttermilk. . . and it has a similar tangy, refreshing flavor.

Now for the children's favorite. . . chocolate milk. We have two kinds of chocolate milk here in the stores. . . one made by adding chocolate syrup to whole milk. . . and another called chocolate drink that is made from skim milk. It is a law in our State that this skim milk product has to be called chocolate drink. Children seem to like either one. Just one word of caution to you mothers. Because chocolate milk and chocolate drink are sweeter than plain milk. . . if your children drink just this kind of milk it might dull their appetites so they won't eat other foods that are important, too, for good health for growing boys and girls. It seems to me that chocolate milk is good to use for special occasions or special treats. . . rather than for everyday meals.

Then, still another kind that we have are the high-fat content milks. . . such as Golden Guernsey or Jersey creamline. For those of you who are lucky enough not to have to watch your waistline. . . and who like an especially rich flavor. . . this is the kind you will enjoy. These milks cost \_\_\_\_\_ cents a quart more than regular milk.

Surely, with all these milks you can choose from. . . high-fat milk. . . low-fat milk. . . milks with the cream on top. . . milk that has the cream mixed throughout. . . milks with special flavors. . . everyone can find a kind they will enjoy. It's not hard at all to get those three or four glasses of milk we need each day if we use the different milks to add variety to meals. So choose your favorite. . . just remember to drink more milk.







